

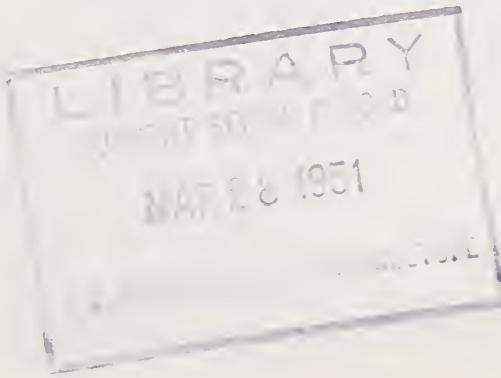
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FEBRUARY 1951

MARKETING ACTIVITIES



U. S. Department of Agriculture
Production and Marketing Administration
Washington 25, D.C.

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Turning out the highest possible balanced production--and at the same time protecting their resources for the future is the assignment for farmers in 1951. Mr. Hill, Assistant Administrator for Production, PMA, reviews this task in the light of the announced production guides.

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More and more mechanization has brought with it a greater dependency on timely repairs and early orders for replacement parts. Mr. Baker, formerly of the Office of Information Services, PMA, worked with this problem shortly before he began his present duties with the Department of State.

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NEW TRUCK VOLUME REPORTS FILL OUT PRODUCE SUPPLY PICTURE

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That gap in the produce supply picture--the volume moving by truck--is now being filled in four major production areas. Mr. Buntin is in charge of Transportation Reports of PMA's Fruit and Vegetable Market News Service.

MARKETING ACTIVITIES

A monthly publication of the Production and Marketing Administration, U. S. Department of Agriculture. The printing of this publication has been approved by the Director of the Bureau of the Budget (March 28, 1950). Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a subscription price of \$1.75 a year (domestic), \$2.25 a year (foreign), payable by check or money order. Single copies are 15 cents each.

Address all inquiries to:
Norman Hummon, Editor
MARKETING ACTIVITIES
Production and Marketing
Administration
U. S. Dept. of Agriculture
Washington 25, D. C.

Vol. 1)

No. 2

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Balanced Higher Production

By Harold K. Hill

Sixteen million bales of cotton, 90 million acres of corn, more than 21 million acres of spring wheat--these are some of the highlights of Agriculture's defense production outlined in the guides announced by Secretary of Agriculture Charles F. Brannan.

Calling for full production from American farms as a vital contribution to the defense effort, the Secretary emphasized that "the guides are designed to help farmers plan their crops in line with the overall needs--turning out the highest possible balanced production this year, and at the same time protecting their resources for the future."

Maximum Practical Increase

The Secretary wants it made clear what he means by "highest possible balanced production." Annual production for the last few years has been running about 38 percent above that of the prewar years. Total acreage in cultivation in 1950 was nearly 358 million acres, or slightly above the average of the 1935-39 period. Thus the 5.6 percent increase in acreage of major crops asked for in 1951 over last year amounts to the maximum practical increase in harmony with the balanced production picture we must maintain for the long pull.

The limit to the total crop land available means that exceptional increases in certain crops will mean undesired but inevitable cut backs in others. The bulk of the expansion in the suggested total major crop acreage includes increases of about 10 million acres in cotton, 5.6 million acres in corn, and 2.9 million acres in spring



Feed is the essential factor in maintaining livestock numbers and meat production at their present high levels.

wheat. These increases are partially offset by suggested decreases in grain sorghums and oats.

More equally clear with the production guides is the fact that stepped up production must be tied directly to good soil and water conservation practices. The call for high-level production is not the green light for all-out dissipation of soil fertility. No one can tell now how long the emergency will last. For any particular farm, swinging the production pendulum too violently in one direction may, in effect, pull the whole clock off of the wall.

It is at this point of making the adjustments on the individual farm that the producer himself will have to determine how his acres can best contribute to the over-all need. Good farm management and conservation practices for certain producers may mean cutbacks on some crops for which national increases have been asked. On these same crops other producers may safely double their 1950 plantings.

Producer Is Key Man

Aside from the consideration of best land use, other factors such as the labor supply, available capital, machinery, seed and fertilizer will determine the best crop program in 1951 for the individual farmer. For these reasons the national acreage guides will not be broken down to individual farm "goals". Instead, the guides will be divided into recommended State totals, and these in turn into county guides. Within these county guides, the producer will use his judgment in keeping his crop program in line with the national guides and consistent with the most efficient use of his facilities.

Following are 1950 acreages and the suggested 1951 production guides for 11 major crops:

<u>Commodity</u>	<u>1950 Acreage</u>	<u>1951 Guide</u>
Cotton (upland)	18,551,000	28,400,000
Cotton (American Egyptian)	103,500	135,000
Corn	84,370,000	90,000,000
Oats	46,642,000	43,500,000
Barley	13,235,000	13,235,000
Sorghums for grain	10,361,000	7,150,000
Wheat (spring seeded only)	18,509,000	21,400,000
Soybeans for beans	13,291,000	13,000,000
Flaxseed	4,064,000	4,000,000
Dry edible beans	1,632,000	1,632,000
Rice	1,620,000	1,900,000

In addition to announcing the production guides for cotton and the major grain crops, the Department has also suggested acreage levels for 1951 crops of sweetpotatoes, summer melons, summer and fall vegetables for fresh market and vegetables for processing. Compared with 1950 levels, the announcement asks for an acreage increase of 22 percent in veg-

etables for processing. Of the 20-odd crops covered in the announcement, special emphasis has been placed on sweet corn and tomatoes for processing, with acreage for these crops increased 40 percent and 25 percent, respectively, above the 1950 acreage.

In a special category is the need for the production of 90,000 to 100,000 acres of castor beans. Castor oil is a commodity which fills many essential military uses. Initiated at the request of the Munitions Board, the program will be carried out by the Commodity Credit Corporation which will purchase the resulting beans direct from contracting producers. This program is being financed by funds committed through the Defense Production Administration.

While no specific production guides have been suggested for live-stock, dairy and poultry products, the Secretary has focused attention on two important considerations: First, he asks that production of these commodities be maintained at or above current high levels, but that any increases must be made with the available feed supply in mind, and only when such increases do not destroy the balance between feed supplies and animal numbers. Second, he asks that every effort be made to utilize our available feed as efficiently as possible, so that the end result is the greatest possible output from each animal and acre in production.

* * *

FOOD STABILIZATION CATEGORIES SUMMARIZED

The upward pressure of consumer demand on supplies of food, as well as on other consumer goods and services, will continue, predicts the Bureau of Agricultural Economics in its report, "The National Food Situation," released February 11. In effect since January 26 is the Economic Stabilization Agency program which provides for the leveling off of prices at wholesale and retail levels. For stabilization purposes, summarizes BAE, food commodities have been divided into three categories. The first covers those whose prices are above the minimum levels set by the Defense Act of 1950. Wholesale and retail price ceilings for such commodities were set at the highest price charged in the period December 19, 1950 to January 25, 1951.

The second category includes those commodities whose farm prices were below the legal minimums. Wholesale and retail prices of such items can rise to reflect the dollars and cents increase in farm prices until they reach the legal minimums.

In the third category are fresh fruits, tree nuts, fresh vegetables, and fresh fish and shellfish which are currently exempt from provisions of the price regulations. Producers' prices of raw and unprocessed agricultural commodities are not subject to price controls at this time, even though prices of these commodities or commodities processed from them may be subject to ceilings at other levels of distribution.

Revisions of these directives may occur from time to time. Related questions should be directed to the Office of Price Stabilization, of the Economic Stabilization Agency.

Time To Check That Machinery

By Kent Baker

Keeping farm machinery in good condition and placing early orders for repair and replacement parts is the two-point machinery preparedness program outlined for American farmers by the U. S. Department of Agriculture. The stepped-up production needed to meet the Nation's defense food requirements calls for maximum efficiency from every farm.

Accordingly, the Department urges farmers to survey their individual needs and place their orders as quickly as possible. The industry, it is hoped, will be able to increase the output of repair parts and other items needed by farmers in the efficient maintenance of farm machinery. Manufacturers, of course, will be in a better position to satisfy these requirements if farmers will "get their orders in" early.

Food Demands Heavy

Calling attention to the huge production job before the Nation's farmers, the Secretary has stated that "one of the first and most vital requirements of farmers today is for an adequate supply of production tools. This is clearly demonstrated by the fact that mechanization has been a key factor in the development of the vast productive capacity of our farms. We must assure the Nation that our farm producing ability will not be impaired. The need to consider how we can maintain an adequate supply of farm machinery and equipment is on us now--since food demand for the 1951 crop year is heavy. And we must look to the future, when food needs may be even higher."

Farm production has increased 20 percent since 1941, with the aid of farm mechanization, while the farm working force has dwindled since 1941 by about one million workers. This reduction in the total farm employment force amounts to about 10 percent during this period, or from 11.4 to about 10.3 million workers. This means that farm workers must know how to use farm machinery, and that the equipment is essential in sustaining full production of food and fibre. The growth of machine operations on farms is illustrated by the following figures:

	<u>1941</u>	<u>1950</u>
Tractors	1.7 million	3.8 million
Trucks	1.1 "	2.2 "
Milking Machines	210,000	710,000
Combines	225,000	650,000
Mechanical Corn Pickers	120,000	410,000

The increase in the number of tractors during this period has been accompanied by the departure of nearly 5 million horses. Thus, while the productive capacity of farms has been greatly increased through mechanization, the greater substitution of mechanical for animal power, as well as the great expansion in all other mechanical facilities, makes farmers more dependent than ever on the products of industry. With most farms, it is now a case of machinery of nothing.

These are the views of the Office of Materials and Facilities--the agency set up in the Production and Marketing Administration to handle matters relating to farm machinery and other supply and equipment needs for the Department. This Office says, in summary, that the increased mechanization of farm operations in the past 10 years emphasizes the special need for careful handling and conservation of farm machinery. The Office advises further of the possibility that defense requirements may now tend to limit the further expansion of farm mechanization--thus increasing the importance of machine conservation in order to maintain the present strong productive capacity of American agriculture.

* * *

GARDEN AND FOOD PRESERVATION PROGRAM EXPANDED

Home gardening and home food preservation activities in the U. S. Department of Agriculture have been expanded as a result of recommendations of an advisory group which met in Washington recently at Secretary Charles F. Brannan's invitation. In approving the expanded program, Secretary Brannan announced that the Cooperative Extension Service, Federal and State, would have responsibility for leadership in the program. Both garden and food preservation work is already being carried on in all States and Territories. Cooperation is welcomed and should be directed to Extension Offices or to the U.S. Department of Agriculture.

* * *

LIVESTOCK MARKETING INJURIES TOO FREQUENT

Aside from humanitarian considerations, the "rough stuff" that prevails in the marketing of livestock is costly business. One out of three hogs is bruised during marketing according to BETTER IOWA, which reports the results of a 4-year study made by the National Livestock Loss Prevention Board.

Careful handling will prevent losses from bruises and dead and crippled animals, points out W. G. Zmolek, extension livestock marketing specialist. Care in loading is especially important and he suggests that the use of clubs, whips and canes are out of order. With cattle, crowding, bumping and rushing are costly, causing 64 percent of their bruises which occur mostly on hips and loins. A 4-year study on hogs shows that 34 percent of the carcasses examined were bruised, with 62 percent being inflicted by man, and 46 percent occurring before the hogs left the farm.

Zmolek recommends quiet handling and the use of a canvas slapper for driving, and suggested an electric prod for slow and stubborn animals.

Virginia Market News Keeps Step With Production

By Lance G. Hooks

Market news in Virginia is set up to keep pace with the Old Dominion's healthy, productive and changing agriculture. The recent expansion of the news service has been guided by the results of a survey carried out to find just what market news is needed, and where. Now the gaps are being filled as rapidly as practicable.

The New Services

Completely new is a weekly summary of market information on all commodities of year-round importance. Particularly suited to the State's weekly newspapers, this summary is constantly being adapted to the changing production picture.

Just as new and more up-to-the-minute is a twice-daily radio round-up of markets--released between 10 and 11 in the morning and about 4 o'clock in the afternoon. These reports are carried over both major wire hookups in the State.

Added during the last year is another weekly livestock summary which combines the weekly livestock auction market reports with the daily quotations from the central markets.

Still in the formation stage but drawing more and more attention is a weekly report for Virginia's growing number of rabbit feeders--quoting prices paid to producers in 5 different areas throughout the State.

Commodities now covered by market news in one form or another include all major fresh fruits and vegetables, cattle, sheep, hogs, dairy and poultry products, tobacco, grains and mixed feeds. In addition, the spadework has been started for reports covering hay and peanuts.

Facilities Expanded

The new services have been accompanied by expansion of the physical structure of the market news system. In addition to the Division of Markets, office headquarters in Richmond, year-round market news offices are now operated in Norfolk, Suffolk, Winchester, Harrisonburg, and Roanoke. A system of teletype communication is now operating between Richmond and each of the field offices.

Seasonal offices are also maintained at Danville for collecting and distributing market information on tobacco, and at Onley, Virginia, for fruits and vegetables in cooperation with the State of Maryland and the

United States Department of Agriculture. In addition, Virginia cooperates in the operation of the Martinsburg, W. Virginia, office during the peak of the peach and apple seasons.

The radio market reports are broadcast daily from Richmond over WRVA, WRVB-FM, and WRVC-FM, and from Norfolk over WTAR. Daily reports are also prepared at Richmond for other radio stations through the State and supplied through press wires serviced by the central office. Moreover, all Virginia newspapers which have wire service receive the market reports for daily use. Market news from out-of-State points is received on the leased wire system of the U. S. Department of Agriculture and distributed on the State's teletype network.

All-commodity Report Widely Used

The summaries of the combined weekly and daily livestock market reports are prepared by the State Department of Agriculture and supplied to local newspapers and also distributed to the press and radio wire services from the Richmond office. The full report of commodities of year-round importance are prepared in another weekly summary by the Division of Markets. This report includes price and supply information on important markets in Virginia, and on those national markets of interest to Virginia producers. It is widely used by radio stations and both daily and weekly newspapers throughout the State.

The market survey responsible for much of the recent expansion in market news coverage was conducted jointly by the Market News and Market Expansion Sections of the State's Division of Markets. The main objective was to determine the need for specific information and then to make arrangements for radio stations and newspapers to receive that information to the extent available. An indirect result of the survey has been a heightened "market news consciousness".

Paralleled by Other States

Virginia is one of 37 States which has a cooperative agreement with the USDA on market news. The expanded market news activity here is typical of the increased interest in broader coverage of this information in many other States, where most of the market news work is also conducted with the cooperation of the United States Department of Agriculture. In some other States, as in Virginia, the need for and the direction of the expanded market news were determined by surveys conducted under the Research and Marketing Act.

In addition to providing means for collecting and distributing market information on State products marketed within the State, Federal-State cooperative agreements are also a way of making uniform information on terminal markets and out-of-State producing areas available to producers within the State.

The Director of the Division of Markets, Virginia Department of Agriculture and Immigration, is J. H. Meek; Assistant Director is E.V. Coville, and R. A. Gray is the Market Reporter in Charge.

Why Shrinkage Reports May Vary For Identical Lots of Wool

By Warner M. Buck and P. L. Slagsvold

Like many terms whose meanings grow up loosely in an industry, the term "scoured wool" can stand some clarification. Contrary to widespread belief outside the trade, it doesn't mean 100 percent pure wool. Also, contrary to some belief, it doesn't even mean wool of a certain minimum purity.

Scoured wool simply means wool that has been cleaned or scoured and dried to a certain degree and this may vary rather broadly. Wool growers and others who sell and buy the product should keep this in mind when comparing shrinkage determinations by laboratory core test with scouring plant results.

Core Test Shrinkage Adjusted

Unless this variation in wool scouring results is recognized, misunderstanding of the core test results can arise. Suppose, for example, that the laboratory analysis of a core sample of a lot of wool shows it to weigh out 40 percent wool, bone dry. To compensate for the impurities and moisture left in the wool in normal commercial scouring, the U. S. Department of Agriculture adjusts the core test shrinkage to a standard allowance of $\frac{1}{4}$ percent non-wool content. This is the same allowance developed by the American Society for Testing Materials and is used also by the Bureau of Customs, Treasury Department in assessing duty on foreign wool imports. Adjustment of the 40 percent figure representing above dry wool to allow for $\frac{1}{4}$ percent moisture and impurities brings the reported yield of the above lot of wool to 46.5 percent. The shrinkage of the lot thus would be reported as 53.5 percent.



Cores are cut from different points on the wool bag to insure that the sample wool is representative.

Now following this particular lot of wool further, we find that while the purchaser buys a product that is 40 percent bone dry wool, for various reasons more impurities and moisture may be left in the wool during scouring than the 14 percent standard allowance used by the Department in reporting the core test results. For example, if 18 percent of impurities and moisture are left in the wool after scouring, the yield is 48.8 percent instead of the 46.5 percent and the indicated shrinkage would be 51.2 percent instead of the 53.5 percent reported for the core test.

Non-wool Content Varies

In other words, identical lots of grease wool will show comparable shrinkage results by core test, since the same standard allowance for non-wool content--12 percent moisture, $1\frac{1}{2}$ percent grease and $\frac{1}{2}$ percent dirt--is used in all cases. But if these same identical lots of grease wool are scoured, the reported shrinkage results may differ to quite an extent, depending upon the non-wool content left in the scoured wool.

In an attempt to illustrate this point, the Livestock Branch of the Production and Marketing Administration has prepared the following table showing the variations in non-wool content for 120 lots of wool scoured for the Branch in four different plants during the years 1946, 1947 and 1948.

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LS-282 (7-6-48)

UNITED STATES DEPARTMENT OF AGRICULTURE PRODUCTION AND MARKETING ADMINISTRATION LIVESTOCK BRANCH WOOL DIVISION	
<i>Certificate</i>	
CORE SAMPLE SHRINKAGE REPORT	
Date February 12, 1951	
Owner	John Doe Rancher Reno, Nevada,
Custodian	Blank Wool Co. Salt Lake City, Utah
	Custodian's Lot No. X-2
Sampled at	Salt Lake City, Utah
	Warehouse Lot No. 42-X
Date sampled	February 1, 1951 Sampler's No. E-5K-42
Number of bags or bales in lot	50 Approximate weight 10,350#
Number of bags or bales sampled	10
Description of lot	1/4 Blood Territory
REPORT	
Shrinkage	53 percent
Vegetable matter content (included in shrinkage) 1.78 percent	
Signature	<i>J. L. Rogers</i>
Official title	Marketing Specialist
Shrinkage based on clean wool standard: Moisture and residual impurities, 14 percent by weight.	

The grower's certificate describes the wool and gives the shrinkage.

in the scoured wool.

<u>Non-wool Content</u>	<u>Plant A</u>	<u>Plant B</u>	<u>Plant C</u>	<u>Plant D</u>	<u>Four Plants</u>
	Number of Lots				
Under 12%	1	1	0	0	2
12.1 to 13%	2	1	0	0	3
13.1 to 14%	5	4	0	0	9
14.1 to 15%	29	4	2	2	37
15.1 to 16%	50	3	2	6	61
16.1 and over	6	1	1	0	8
Total	93	14	5	8	120

These figures show wide variations in the percentage of non-wool content in the scoured wool not only between plants, but also between lots in the same plant.

Results from such a limited number of lots, of course, are not conclusive. However, they do indicate the importance of knowing the non-wool content of the particular lot of scoured wool when comparing scouring plant shrinkage with core test results.

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RECORD CROP OF TURKEYS EXPECTED THIS YEAR

Turkey growers plan to raise a record crop of turkeys this year, reports the Bureau of Agricultural Economics. If growers carry out their intentions, the number of turkeys raised this year will be 44,773,000, about 1 percent more than in 1950. A 5 percent intended decrease in the West almost offsets expected increases in all other areas of the country, except the West North Central States where no change is planned.

Reasons given by turkey growers for the slight increase from last year include an expected strong demand and higher prices for red meats, as well as a record level of employment, all of which are expected to result in higher turkey prices. Only in the West where turkey production is predominately commercial, do producers plan to decrease their 1951 production. The principal reason given is the reaction to less favorable returns in the 1950 season, which was marked by rising feed costs and lower turkey prices.

Turkey growers in the North Atlantic and South Atlantic States plan an increase of 8 percent. An increase of 1 percent is expected in the East North Central and South Central States. In the West North Central States, where a large part of the early turkeys are produced, growers plan no change, reports BAE.

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CHECKOUT COUNTER REPORT AVAILABLE

A report giving details of two new grocery check-out counters, the "Redi-chek" and "Simplex", is now available from the Production and Marketing Administration of the U. S. Department of Agriculture. The counters, first announced in October 1950, save time and cut costs of checking out retail grocery orders. They were developed by the Department in cooperation with a national grocery chain under the Research and Marketing Act of 1946.

A copy of the report, "The Check-out Operation in Retail Self-Service Food Stores", AIB-31, may be obtained from the Office of Information Services, PMA, U. S. Department of Agriculture, Washington 25, D. C.

New Truck Volume Reports Fill Out Produce Supply Picture

By John Buntin

Reports on truck shipments of fruits and vegetables, on the basis of carlot equivalents, are now being collected and released daily from four States of origin by the Fruit and Vegetable Market News' Service of the U. S. Department of Agriculture. This supplements daily releases from all States of rail and boat movements of these commodities which have been made for 25 - 30 years. In addition to being placed on the nationwide market news leased wire, the figures on the shipments are included in the daily mimeographed reports of some 24 major terminal markets, 15 - 20 seasonal offices in shipping areas, as well as numerous State-operated offices with which cooperative agreements are in effect.

Truck Reports Fill Out Picture

The regular collection and publication of these truck shipments by State of origin, destination, and commodity, is something new in the market news picture. The need for such information, however, has become more and more apparent as a larger proportion of the total traffic moves to market by truck. Growers, shippers, distributors and receivers are convinced that timely knowledge of volume and distribution of fresh fruits and vegetables moving to market serves as a necessary guide in selling operations. This information makes it possible for dealers and distributors in receiving markets to gauge their operations by having some knowledge of anticipated supplies. Such information is of even more importance to shippers, particularly when supplies of a commodity threaten to glut the normal outlets. As the scope of truck data is expanded, economic analysts studying the broad produce picture are better able to fill in the unknown quantities which prevail where rail movements alone are known.

The truck reports currently being issued cover total movements of fruits and vegetables from California, Arizona, Florida and the lower Rio Grande Valley of Texas. In Arizona the information is gathered in the producing areas, while in the other States the figures represent movement through road block stations established to handle quarantine or other regulatory activities in the State.

Groundwork for the collection of these data was done with the use of funds authorized by the Research and Marketing Act of 1946. Now, however, the limited operations are conducted as a regular phase of the market news services.

The period of research and the regular operations thus far have indicated that it is virtually impossible to collect shipment information on a producing area basis in those States where the production areas are widely scattered, where marketing is not channeled through established marketing agencies, or where the development of a system of road blocks is impractical. For such areas, it is believed that reports on truck receipts in a relatively large number of markets, broken down by commodity and State of origin, will help provide timely truck information. Current truck movement reports prepared after this approach appear most practical where the fruits and vegetables are shipped from areas relatively near centers of consumption.

There will be continued need for some research in this field to help the operations keep abreast with the changing times and conditions. The Fruit and Vegetable Market News Service plans to handle this research in its regular line of work as well as expand coverage as administrative and budgetary conditions permit.

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RESEARCH PAYOFF

A lot of the healthy discussion about who gets what out of research has been boiled down in a few words by Dr. A. J. Heinicke, Station Director of the New York State Agricultural Experiment Station. Speaking about the annual report of the station's operations for the year ended June 30, 1950, Dr. Heinicke commented: "We need to dwell on the fact that funds expended for scientific investigation in agriculture are a profitable investment that has paid enormous dividends and benefits for all the people of the State. True, the farmer or the processor who applies the results of agricultural research in his enterprise may benefit directly just as the physician who utilizes the latest medical discoveries is likely to be more successful in his practice. But the real beneficiary in both cases is obviously the public as a whole which is assured of an adequate supply of wholesome food and better health." The annual report, the station's sixty-ninth, by the way, lists current projects and publications for the year. It is available upon request to the Agricultural Experiment Station, Geneva, New York.

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AND NOT ALL THOSE ARE BAD

It may be small comfort to some to know that there are only 17,000 bacteria per sq. cm. of skin surface on a processed fowl--contrasted with 140,000 per sq. cm. before the fowl is washed through improved techniques and the use of residual chlorine in the processing water. But take it from the scientists, the reduction is highly significant in terms of products that are cleaner, more healthful, of better appearance, better keeping quality, and therefore of greater market value. Poultry processors will be interested in a preliminary statement "Sanitation Adds to Product Value," which outlines cooperative RMA research being conducted by PMA's Poultry Branch and the Nebraska College of Medicine.

Marketing Briefs

(The Production and Marketing Administration announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--The cotton export allocation for the period from August 1, 1950, through March 31, 1951, of 3,496,000 bales, has now been broken down on a country-by-country basis. Only 5,000 bales of the total remains for allocation. After prospects for reaching the 1951 production goal are more clearly defined, and domestic requirements can be more accurately determined, a decision will be made as to allocation of a further quantity for export during the remainder of the cotton marketing season ending July 31, 1951. (USDA 141-51)...Rates at which CCC will purchase 1951-crop AMSAK and PIMA 32 varieties of AMERICAN EGYPTIAN cotton, in order to encourage increased production of this commodity for the National Defense Program, have been announced. The purchase rate will be based on an average of \$1.04 per pound for Grade No. 2, 1 1/2 inches in staple, with location differentials established between the Arizona-California and New Mexico-West Texas areas. (USDA 302-51)

Dairy.--A Federal milk marketing order for the Springfield, Missouri, milk marketing area will become effective March 1, 1951. The order has been approved by two-thirds of the dairy farmers regularly supplying the market. (USDA 115-51)...Amendment of the Federal order regulating the handling of milk in the Columbus, Ohio, milk marketing area to provide for increases in minimum farm prices, has been announced. (USDA 209-51) ...Final USDA approval has been given a proposed amendment to a Federal order regulating milk handling in the Toledo, Ohio, milk marketing area which would make adjustments in price differentials for Class I and Class II milk. The order must be approved by two-thirds of the dairy farmers regularly supplying the market before it is effective (USDA 261-51)...NO milk marketing orders will be issued for the marketing areas of Southern Illinois and Suburban St. Louis. The proposed order for Southern Illinois did not receive the required two-thirds vote of dairy farmers regularly supplying the market. In the Suburban St. Louis area the voting was not decisive.

(USDA 258-51)...The Federal order regulating the handling of milk in the Tri-State (Kentucky-Ohio-West Virginia) milk marketing area has been amended so as to maintain minimum farm prices for Class I and Class II milk at not less than January levels during the months of February and March. (USDA 24-51)...Proposed standards for grades of CREAM for use in the manufacture of butter, intended to encourage quality improvement in butter manufacture, have been issued by USDA. The proposed standards

provide for four grades of cream: U. S. Sweet, U. S. No. 1, U. S. No. 2, and U. S. No. 3, based on evaluation of characteristics of flavor and odor, titratable acidity, physical properties, and sediment content. Interested persons have until April 15, 1951, to submit views and comments on the proposed standards. (USDA 271-51)...Standards for use in the determination of the amount of scorched particles in DRY MILK have been issued by USDA. (USDA 232-51)

Fruits and Vegetables.--U. S. standards for grades of ORANGE marmalade are being considered by USDA. Persons interested have until March 11, 1951 to submit their views on the proposals, which would apply to orange marmalade prepared from sweet, bitter, and a blend of sweet and bitter oranges of two styles--sliced and chopped--and two types--clear and natural. The standards would cover materials and methods of preparation and processing, and the sweetening ingredients used. A soluable solids content of 65 percent in the finished marmalade is proposed. (USDA 365-51)...U. S. Standards for Grades of Canned SWEETPOTATOES are being revised. Interested persons may submit comments and views up to March 10, 1951. Proposed changes involve color, recommended syrup names, drained weights in No. 10 cans, and weight variations for whole and pieces of sweetpotatoes. (USDA 343-51)

Grains.--Rice acreage allotments for the 1951 crop have been terminated because of the need for maximum production to assure abundant supplies of that commodity for probable export under the national defense program. The action taken by Secretary of Agriculture Charles F. Brannan is in line with similar action taken with respect to wheat, and the decision to have no allotments on 1951 crops of cotton and corn. The Secretary then announced a policy "to dispense with acreage allotments for any commodity if it appears that such action will result in larger increases in production of a commodity for which maximum production is desired." (USDA 277-51)...Informal public hearings to consider proposed USDA revisions of U. S. standards for ROUGH RICE, BROWN RICE, and MILLED RICE are to be held early in March at Crowley, Louisiana, and San Francisco, California. The proposed new standards have been developed to provide (1) an indication of the grade milled rice, and (2) an estimate of the percentage of whole kernels and broken kernels that may reasonably be expected in the commercial milling of any lot of rough rice offered for inspection. If adopted, they will be effective with the marketing of the 1951 crops beginning July or August 1951. (USDA 201-51)

Exports of GRAIN and grain products from the United States during the period July-December 1950 amounted to approximately 217,637,000 bushels of grain equivalent as compared with 288,708,000 bushels of grain equivalent during the same period of 1949. (USDA 168-51)...Vacancies on the Hop Control Board, which administers the Federal marketing agreement and order regulating the handling of HOPS and hop products produced in Oregon, California, Washington, and Idaho, have been filled with the selection of new members and alternate members. (USDA 287-51)...Purchase of 33,160,000 pounds of de-germed CORNMEAL for export under emergency relief assistance to Yugoslavia has been announced by SMA (USDA 368-51)...Purchase of 30,070,000 pounds of 80 percent extraction hard wheat plain FLOUR and blended hard wheat straights and clears, for export to Yugoslavia and Trieste, also has been announced. (USDA 312-51)

Livestock.--Revision of both carcass and slaughter grades for VEAL and CALVES, in line with recent changes in cattle and beef grades, is proposed by USDA. The proposals are: (1) to combine present Choice and Prime grades under the name Prime, (2) to rename Good as Choice, (3) to establish a new grade called Good which will include meat from the top half of the Commercial grade, (4) to continue the remainder of the Commercial grade as Commercial, and (5) to leave present Utility and Cull grades unchanged. Changes in animal standards for grades of slaughter (live) vealers and calves coincide with the revisions in carcass grades with additional changes in names of grades. Comments on the proposed changes will be received by the Department until March 2, 1951. (USDA 228-51)...Adoption of U. S. standards for grades of MOHAIR is being considered by USDA. Seven grades are included in the proposed standards: Grades 49's, 36's, 32's, 28's, 24's, 20's, and 16's. These grades have been set up in two series, one of which is for spring mohair and the other for fallshorn. A few samples in each of these sets of grades in both series are available for purchase from the Department. Comments on the proposed grades will be received up to June 30, 1951. (USDA 161-51)...Purchase of 12,000,000 pounds of refined and unrefined LARD, under a Department of State order for Yugoslavia, has been announced. (USDA 315-51)

Naval Stores.--A price-support loan program for the 1951 crop of naval stores has been announced in order to encourage much needed production. The support level will be established at 90 percent of the parity price of crude PINE GUM as currently estimated or as computed April 1, 1951, whichever is higher. (USDA 234-51)

Sugar.--Time for the submission of written data, views or arguments in connection with proposed standards for edible SUGARCANE MOLASSES and sugarcane SIRUP has been further extended until March 24, 1951. Previously the deadline was January 20, 1951. (USDA 189-51)...A weekly market news summary on BLACKSTRAP MOLASSES began on an experimental basis on January 17, 1951. The report will be issued each Wednesday from Washington. (USDA 124-51)

Tobacco.--A price support program for 1950-crop New York and Pennsylvania Havana Seed Tobacco, TYPE 53 has been announced. The loan schedule ranges from 15 to 54 cents per pound for Type 53 tobacco, with an average loan level of 25.5 cents per pound. While support for this type tobacco is required by law, this is the first time it has been requested by growers, since market prices in the past have exceeded the required support level. (USDA 361-51)

INTERSTATE HIGHWAY TRANSPORTATION BARRIERS STUDIED

"Interstate Barriers to Transportation by Highway", a report recently released by the Bureau of Agricultural Economics, summarizes that State regulations affecting load limits on interstate trucks are generally more liberal than before World War II, but the lack of uniformity is still a problem. The report may be obtained upon request to the Division of Economic Information, BAE, U. S. Department of Agriculture, Washington 25, D. C.

ABOUT MARKETING

The following addresses and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses:

Summary of remarks by Ralph S. Trigg, Administrator of the Production and Marketing Administration and President of the Commodity Credit Corporation, U. S. Department of Agriculture, at a meeting of the Association of American Soap and Glycerine Producers, New York City, Feb. 1, 1951. 7 pp. (Processed)

Motortruck Transportation and Agricultural Prosperity of the South, an address by Wm. C. Crow, Director of Marketing and Facilities Research Branch at Annual Meeting of the Assn. of Southern Agricultural Workers, Memphis, Tenn., Feb. 6, 1951. 16 pp. (Processed)

Publications:

The Check-out Operation in Self-service Retail Food Stores, January 1951. AIB-31. 72 pp. (PMA) (Printed)

Deterioration of Long Island Potatoes in Marketing Channels. Dec. 1950. (PMA in cooperation with Cornell University Agricultural Experiment Station) 16 pp. (Processed)

Prepackaging Apples at Point of Production. AIB-29, January 1951. (PMA) (Processed)

Problems and Practices in Marketing Norfolk Spinach, Kale, and Collards. Dec. 1950. (PMA) (Processed)

Purchases and Sales of Dairy Products by U. S. Dept. of Agriculture, 1950. February 1951. (PMA) (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in Dec. 1950. Jan. 1951. (PMA and Bureau of Agricultural Economics) (Processed)

Cotton Quality Statistics United States, 1949-50. SB-94, 1951. 63 pp. (PMA) (Printed)

Market Outlets for Extra Long Staple Cotton in the U.S. Dec. 1950. AIB-33. 50 pp. (PMA) (Processed)

Effect of Exposure and Storage on Color and Other Factors of Quality in Raw Cotton. Jan. 1951. 27 pp. (PMA) (Printed)

ABOUT MARKETING (Cont'd)

An Evaluation of the Use of the Portable Platform Dial Scale for Weighing Operations in Cotton Warehouses by A. W. Steinberg and Charles D. Bolt, Marketing and Facilities Research Branch, Dec. 1950. 7 pp. (PMA) (Processed)

United States Standards for Grades of Cheddar Cheese, Dec. 1950. 5 pp. (PMA) (Processed)

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